

SMEs's strategies based on digital marketing reports

Moving from the product centric strategies of the past into more customer experience centered goals is a tall order. Small and Medium scale Enterprises or SMEs' must move into this direction as well to compete with more well-known brands, break through their niches, establish their brands and customer loyalty. Digital marketing aids in the transformation from product-centered marketing to customer experience-centered goals. Digital Marketing Reports bridge the gap between customer expectations and what they get. It's more than just finding the right keywords to capture the target audience and a continuous production of content. The main purpose of digital marketing reports is to put in visuals the success of marketing efforts and place in context the losses. It's to optimize campaigns, see which strategy works or doesn't. It gives us insight and the proficiency to improve and be more efficient. As in the case of [Bravo Telecom](#), a company that offers telephony services and [unlimited internet plans](#) in Quebec, it relies on different digital marketing reports to adapt its offer strategies continuously and to follow the needs and trends of the market

A [Digital Marketing Report](#) or DMR is a detailed look into the performance of marketing strategies and campaigns across digital channels. It includes paid searches, SEO, product ads, programmatic and social media, provides us with deeper understanding into major digital trends including share of traffic for search engines, digital platforms and across devices. With this knowledge at hand, small to medium enterprise owners can adapt their strategies to move into positions that will optimize their online presence; affect their bottom line sales and give their customers a satisfactory product or service experience. Consumers are increasingly empowered and have acquired sophistication in their purchasing decisions. It has become more important to use data from a DMR to plot customer behavior and understand what they want. Taking these insights to develop and provide excellent customer experience.

Effective marketing operations call for the contemplative and calculated development of new processes, coordination and management that will ensure excellent customer experiences, establish trust and loyalty, and ultimately drive bottom line sales up. Here are some insights into adapting DMR into marketing operations:

- Creating a customer awareness program that tracks, analyzes and interprets consumer behaviors and attitude. Knowing the target and presenting it to consumers well is a critical dedication in marketing. It's imperative in designing and creating relevant content and experiences; and in optimizing how these are delivered. Customer awareness necessitates a wide range of data and sophisticated tools to analyze specific consumer sections and their actions to see opportunities and predict future behaviors.
- Delivering excellent customer experiences and meeting expectations requires a step by step mapping of the journey to define the whole customer encounter. Focusing on the processes and technologies to enable a smooth journey as well as the various functions across the organization to coordinate and deliver the experience. There should be a two way movement of data, delivering information back to the organization as the experience is given. A system of gathering and capturing customer responses and feedback. This data is used to optimize

- customer satisfaction as well as help decision makers in adjusting campaign spending based on trends and opportunities.
- Digital marketing operations apply capabilities, processes, structures and technologies within the peripheries of cost efficiency to be able to exploit and measure the targeting, personalization, interactivity and optimization of digital channels. With that said, it's important to choose technologies that can automate processes, personalize interactions and coordinate actions. Build a solution that is flexible enough to work with different platforms as well as touch point systems that are the constant source of innovation in delivering content as well as customer interactions. DMR's role in finding technologies is to fit in Key Performance Indicators into the system, in data gathering and in setting goals.

Small and Medium Enterprises can achieve more as DMR is adapted into the marketing strategies and in delivering excellent customer experience. The integration will efficiently lower cost as well as optimize the utility of information and drive bottom line sales.